

Message Text

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PAGE 01 MELBOU 01265 150522Z

ACTION EB-08

INFO OCT-01 CIAE-00 COME-00 DODE-00 NSAE-00 ICA-20

TRSE-00 EA-12 DOE-15 ISO-00 SOE-02 /058 W

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FM AMCONSUL MELBOURNE

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 4559

AMEMBASSY CANBERRA

UNCLAS MELBOURNE 1265

EXCON

E O 11652 N A

TAGS ESTC, BEXP, AS

SUBJ: STANDARD COMPUTER CORPORATION PTY LTD, (SCC),

136 TYNTE STREET, PO BOX 136, ADELAIDE SOUTH 5006,

AUSTRALIA

REFS A MELBOURNE 1137 B MELBOURNE 839 C MELBOURNE 727

1. POST ECONOFF PERSONALLY CALLED ON DR P J MALCOLM, ONE OF THREE OWNER-DIRECTORS OF SUBJECT FIRM AT SCC'S PREMISES IN NORTH ADELAIDE ON AUG 1. BUILDING IS CONVERTED "WORKER'S COTTAGE" IN ROW OF SIMILAR PROPERTIES NOW USED BY SMALL ENTERPRISES. GENERAL IMPRESSION OF OPERATION AND OF MALCOLM WAS VERY FAVORABLE: HE IS YOUNG, INTELLIGENT, OPEN AND WILLING TO COOPERATE FULLY. PARAS 2 AND 3 BELOW BASED ON INTERVIEW WITH IIM.

2. SCC IS BUILDING UP CLIENTELE "WHO REQUIRE IMPORTED COMPUTER SYSTEMS WHICH INCLUDE DMAF TWIN 1.2 MEGABYTE FLOPPY DISK SYSTEM TO STORE THE CUSTOMER'S DATA FILES." SCC HAS ON ORDER, AWAITING EXPORT LICENSES, TWO SHIPMENTS OF IMMEDIATE CONCERN:

UNCLASSIFIED

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PAGE 02 MELBOU 01265 150522Z

SHIPMENT 1: TWO DMAF FLOPPY DISKS, ONE EACH FOR:

-- QUENTRON OTPICS, 576 PORT ROAD, ALLENBY GARDENS,

SA 5009, TO BE LEASED/PURCHASED THROUGH

MERCANTILE CREDITS LTD, 366 KING WILLIAM

STREET, ADELAIDE 5001 (ALREADY PAID FOR):

--- SALISBURY AUTO PARTS, 158 COMMERICAL ROAD,
SALISBURY, SA 5108; AND

SHIPMENT 2: ONE DMAF FLOPPY DISK FOR MR N PRASAD, AN
ACCOUNTANT/FINANCIER WHOSE OFFICE IS AT 7 CHILDERE STREET,
NORTH ADELAIDE 5006. BY CHANCE PRASAD WAS VISITING SCC
OFFICE WHEN ECONOFF DROPPED IN; FORMER WAS INQUIRING ABOUT
DELIVERY TIME FOR THIS ORDER.

3. ALTHOUGH SCC IS SMALL COMPANY, IT APPEARS THEY ARE
ENERGETICALLY AND SUCCESSFULLY PURSUING LARGE CUSTOMERS.
MALCOLM CITED FOLLOWING AS "SOLID PROSPECTS WHO HAVE
MADE FIRM INQUIRIES":

-- STATIC ENGINEERING LTD, WALSH STREET, ELIZABETH
SOUTH, SA 5112;

-- COLLISON & CO LTD(PATENT ATTORNEYS), 97 KING
WILLIAM STREET, ADELAIDE, SA 5001;

-- CALIFORNIA IRONWORKS PTY LTD, 18 HOOKE ROAD,
ELIZABETH WEST, SA 5113;

-- VOLKSPARES (AUTO PARTS), 1072 SOUTH ROAD,
EDWARDSTOWN, SA 5039;

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MELBOU 01265 150522Z

-- TELECOM AUSTRALIA (AUSTRALIAN TELECOMMUNICATIONS
COMMISSIOON), 199 WILLIAM STREET, MELBOURNE VIC 3000;

NOTE: TELECOM IS A MAJOR AUSTRALIAN GOVT-OWNED
ENTERPRISE; ITS MINICOMPUTER DIVISION IS CONSIDERING
PURCHASE OF 120 UNITS FROM SCC, VALUED AT APPROX
US DOLLARS 975,000.

-- CHRYSLER AUSTRALIA LTD,(MAJOR US-OWNED AUTOMOBILE
MANUFACTURER), 1284 SOUTH ROAD, CLOVELLY, PARK, SA 5042;

NOTE: CHRYSLER IS CONSIDERING PURCHASING A SYSTEM
FOR VERY CHRYSLER DEALER IN AUSTRALIA.

-- MR BRUCE CADZOW, 350 GREENHILL ROAD, GLENSIDE
SA 5065;

NOTE: MR CADZOW IS INTERESTED IN 50 UNITS OR
SYSTEMS ON BEHALF OF A LARGE FOOD GROUP;

-- GOLDEX EMBROIDERY (INFANTS WEAR MANUFACTURERS)
258 HALIFAX STREET, ADELAIDE, SA 5001;

-- WEST END INDUSTRIES, PO BOX 105, MARYLANDS,
NSW 2160.

4. ON BASIS OF FOREGOING AS WELL AS D & B REPORT
DATED JULY 20, 1978 WHICH APPEARS TO CONFIRM ABOVE, POST
ECONOFF RECOMMENDS FAVORABLE ACTION BY OEA ON EXPORT
LICENSES. APROX US DOLLARS 1.75 MILLION IN PROSPECTIVE
EXPORT ORDERS ARE INVOLVED. AS SCC MOST ANXIOUS FOR
DECISION, WOULD APPRECIATE RESPONSE ASAP. POUCHING D&B
TO OEA.
POPPLE

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Message Attributes

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Draft Date: 15 aug 1978
Decaption Date: 01 jan 1960
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Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Sheryl P. Walter
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